

Appl. No. 10/699,469  
Atty. Docket No. 9081M  
Amtd. Dated July 21, 2006  
Reply to Office Action of February 2, 2006  
Customer No. 27752

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CENTRAL FAX CENTER

AMENDMENTS TO THE CLAIMS

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This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A personal cleansing article comprising a package containing a striped personal cleansing composition comprising:
  - (a) a first stripe comprising a cleansing phase comprising a surfactant, and water; and
  - (b) at least one additional stripe comprising a benefit phase comprising at least about 20%, by weight of said benefit phase, of a hydrophobic skin benefit agent material having a Vaughan Solubility Parameter solubility parameter of from about 5 to about 15 (cal/cm<sup>3</sup>)<sup>0.5</sup>; and
  - (c) a density modifier comprising a low density microsphere; wherein the cleansing phase and the benefit phase have substantially the same density; wherein said striped personal care composition is in a form selected from the group consisting of liquid, semi-liquid, cream, lotion, gel, and mixtures thereof; and wherein said cleansing phase and said benefit phase are in physical contact within said package.
2. (Currently Amended) A personal cleansing article comprising a package containing a striped personal cleansing composition comprising:
  - a) a first stripe comprising a cleansing phase comprising from about 1% to about 50%, by weight of the cleansing phase, of a surfactant selected from the group consisting of anionic surfactant, non-ionic surfactant, zwitterionic surfactant, cationic surfactant, soap, and mixtures thereof; wherein the cleansing phase is non-Newtonian shear thinning, has a viscosity of equal to or greater than about 3,000 centipoise and a yield point of at least about 0.1 Pascal; and
  - b) at least one additional stripe comprising a separate benefit phase comprising from about 20% to about 100%, by weight of the benefit phase, of a

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hydrophobic skin benefit agent selected from the group consisting of hydrocarbons, oils, waxes, silicones, fatty acid derivatives, cholesterol, cholesterol derivatives, diglycerides, triglycerides, vegetable oils, vegetable oil derivatives, acetoglyceride esters, alkyl esters, alkenyl esters, lanolin, lanolin derivatives, wax esters, beeswax derivatives, sterols, phospholipids, and mixtures thereof;

wherinc the hydrophobic benefit agent has a Vaughan Solubility Parameter of from about 5 to about 15 (cal/cm<sup>3</sup>)<sup>0.5</sup>; and

c) a density modifier comprising a low density microsphere;

wherein the cleansing phase and the benefit phasc have substantially the same density;

wherein the ratio between the cleansing phase and the benefit phase is from about 1:9 to about 99:1;

wherein the cleansing phase and benefit phase are packaged in physical contact within said package ~~while remaining stable at ambient for 180 days~~; and

wherein the cleansing phase and benefit phase are present as stripes wherein the stripe size is at least about 0.1 mm in width and at least about 1 mm in length; and wherein said striped personal cleansing composition is in a form selected from the group consisting of liquid, semi-liquid, cream, lotion, gel, and mixtures thereof.

3. (Canceled)

4. (Currently Amended) A personal cleansing article according to claim 1 [[3]], wherein said low density microsphere comprises a particle having a density lower than 0.7 g/cm<sup>3</sup>.

5. (Currently Amended) A personal cleansing article according to claim 1 [[3]], wherein said low density microsphere is comprised of a material selected from the group consisting of inorganic material, organic material, and mixtures thereof.

6. (Previously Presented) A personal cleansing article according to claim 1, wherein the benefit phase is substantially anhydrous.

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7. (Previously Presented) A personal cleansing article according to claim 1, wherein the benefit phase is substantially free of surfactant.

8. (Previous Presented) A personal cleansing article according to claim 1, wherein the benefit phase has a Consistency value of from about 1 poise to about 10,000 poise.

9. (Previously Presented) A personal cleansing article according to claim 1, wherein the benefit phase has a Shear Index of from about 0.1 to about 0.8.

10. (Previously Presented) A personal cleansing article according to claim 1, wherein the hydrophobic benefit agent represents at least about 50% by weight of the benefit phase.

11. (Currently Amended) A personal cleansing article according to claim 1, wherein said hydrophobic skin benefit agent at least 20% by weight of the benefit phase is selected from the group consisting of petrolatum, mineral oil, micro-crystalline waxes, paraffins, ozokerite, polyethylene, polybutene, polydecene, perhydrosqualene, dimethicones, cyclomethicones, alkyl siloxanes, polymethylsiloxanes, methylphenylpolysiloxanes, lanolin, lanolin oil, lanolin wax, lanolin alcohols, lanolin fatty acids, isopropyl lanolate, acetylated lanolin, acetylated lanolin alcohols, lanolin alcohol linoleate, lanolin alcohol ricinoleate, castor oil, soy bean oil, sunflower seed oil, maleated soy bean oil, safflower oil, cotton seed oil, corn oil, walnut oil, peanut oil, olive oil, cod liver oil, almond oil, avocado oil, palm oil, sesame oil, and combinations thereof.

12. (Previously Presented) A personal cleansing article according to claim 1, wherein the cleansing phase comprises:

- (i) at least one anionic surfactant;
- (ii) at least one electrolyte; and
- (iii) at least one alkanolamide;

wherein the cleansing phase is non-Newtonian shear thinning, and has a viscosity of equal to or greater than about 3000 centipoise.

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13. (Previously Presented) A personal cleansing article according to claim 12, wherein the cleansing phase comprises from about 3% to about 60%, by weight of said cleansing phase, of total active surfactant.
14. (Previously Presented) A personal cleansing article according to claim 12, wherein the electrolyte comprises an anion selected from the group consisting of phosphate, chloride, sulfate, citrate, and mixtures thereof; and a cation selected from the group consisting of sodium, ammonium, potassium, magnesium, and mixtures thereof.
15. (Previously Presented) A personal cleansing article according to claim 12, wherein the electrolyte is present at a level of from about 0.1% to about 15% by weight of the cleansing phase.
16. (Previously Presented) A personal cleansing article according to claim 1, wherein said personal cleansing composition further comprises a structurant.
17. (Previously Presented) A personal cleansing article according to claim 16, wherein the structurant is selected from the group consisting of trihydroxystearin, silicas, clays, and polymers.
18. (Previously Presented) A personal cleansing article according to claim 1, wherein said personal cleansing composition further comprises a cationic deposition polymer.
19. (Previously Presented) A personal cleansing article according to claim 1, wherein the cleansing and benefit phases form a pattern within said package.
20. (Previously Presented) A personal cleansing article composition according to claim 1, wherein said package is transparent.
21. (Canceled)
22. (Canceled)

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23. (Currently Amended) A personal cleansing article according to claim 2 [[22]], whercin said low density microsphere comprises a particle having a density lower than 0.7 g/cm<sup>3</sup>.

24. (Currently Amended) A personal cleansing article according to claim 2 [[22]], wherein said low density microsphere is comprised of a material selected from the group consisting of inorganic material, organic material, and mixtures thereof.

25. (Previously Presented) A personal cleansing article according to claim 2, whercin the benefit phase is substantially anhydrous.

26. (Previously Presented) A personal cleansing article according to claim 2, wherein the benefit phase is substantially free of surfactant.

27. (Previously Presented) A personal cleansing article according to claim 2, wherein the benefit phase has a Consistency value of from about 1 poise to about 10,000 poise.

28. (Previously Presented) A personal cleansing article according to claim 2, wherein the benefit phase has a Shear Index of from about 0.1 to about 0.8.

29. (Previously Presented) A personal cleansing article according to claim 2, wherein the hydrophobic benefit agent represents at least about 50% by weight of the benefit phase.

30. (Currently Amended) A personal cleansing article according to claim 2, wherein said hydrophobic skin benefit agent at least 20% by weight of the benefit phase is selected from the group consisting of petrolatum, mineral oil, micro-crystalline waxes, paraffins, ozokerite, polyethylene, polybutene, polydecene, perhydrosqualene, dimethicones, cyclomethicones, alkyl siloxanes, polymethylsiloxanes, methylphenylpolysiloxanes, lanolin, lanolin oil, lanolin wax, lanolin alcohols, lanolin fatty acids, isopropyl lanolate, acetylated lanolin, acetylated lanolin alcohols, lanolin

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alcohol linoleate, lanolin alcohol ricinoleate castor oil, soy bean oil, sunflower seed oil, maleated soy bean oil, safflower oil, cotton seed oil, corn oil, walnut oil, peanut oil, olive oil, cod liver oil, almond oil, avocado oil, palm oil, sesame oil, and combinations thereof.

31. (Previously Presented) A personal cleansing article according to claim 2, wherein the cleansing phase comprises:

- (i) at least one anionic surfactant;
- (ii) at least one electrolyte; and
- (iii) at least one alkanolamide;

wherein the cleansing phase is non-Newtonian shear thinning, and has a viscosity of equal to or greater than about 3000 centipoise.

32. (Previously Presented) A personal cleansing article according to claim 31, wherein the cleansing phase comprises from about 3% to about 60%, by weight of said cleansing phase, of total active surfactant.

33. (Previously Presented) A personal cleansing article according to claim 31, wherein the electrolyte comprises an anion selected from the group consisting of phosphate, chloride, sulfate, citrate, and mixtures thereof; and a cation selected from the group consisting of sodium, ammonium, potassium, magnesium, and mixtures thereof.

34. (Previously Presented) A personal cleansing article according to claim 31, wherein the electrolyte is present at a level of from about 0.1% to about 15% by weight of the cleansing phase.

35. (Previously Presented) A personal cleansing article according to claim 2, wherein said personal cleansing composition further comprises a structurant.

36. (Previously Presented) A personal cleansing article according to claim 35, wherein the structurant is selected from the group consisting of trihydroxystearin, silicas, clays, and polymers.

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37. (Previously Presented) A personal cleansing article according to claim 2, wherein said personal cleansing composition further comprises a cationic deposition polymer.
38. (Previously Presented) A personal cleansing article according to claim 2, wherein the cleansing and benefit phases form a pattern within said package.
39. (Previously Presented) A personal cleansing article according to claim 2, wherein said package is transparent.
40. (Canceled).
41. (New) A personal cleansing article according to claim 1, wherein said low density microsphere is present in said cleansing phase.
42. (New) A personal cleansing article according to claim 1, wherein said low density microsphere is present in said benefit phase.
43. (New) A personal cleansing article according to claim 1, wherein said low density microsphere comprises a thermoplastic material.
44. (New) A personal cleansing article according to claim 1, wherein said low density microsphere is hollow comprising an internal cavity.
45. (New) A personal cleansing article according to claim 44, wherein said internal cavity is filled with a gas.
46. (New) A personal cleansing article according to claim 45 wherein said gas is selected from the group consisting of isobutene, isopentane, air and mixtures thereof.
47. (New) A personal cleansing article according to claim 1, wherein said cleansing phase comprises sodium trideceth sulfate.

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48. (New) A personal cleansing article according to claim 1, wherein said cleansing phase comprises sodium lauroamphoacetate.
49. (New) A personal cleansing article according to claim 1, wherein said hydrophobic skin benefit agent is petrolatum.
50. (New) A personal cleansing article according to claim 1, wherein said hydrophobic skin benefit agent is mineral oil.
51. (New) A personal cleansing article according to claim 1, wherein said cleansing phase comprises:
  - (i) at least one anionic surfactant;
  - (ii) at least one electrolyte; and
  - (iii) at least one amphoteric surfactant;wherein said low density microsphere comprises a thermoplastic material and said low density microsphere is hollow comprising an internal cavity filled with a gas.
52. (New) A personal cleansing article according to claim 51, wherein said cleansing phase further comprises a perfume.
53. (New) A personal cleansing article according to claim 51, wherein said cleansing phase further comprises a non-ionic surfactant.
54. (New) A personal cleansing article according to claim 51, wherein said benefit phase comprises petrolatum, mineral oil and a pigment.